

## CLAIMS:

1. (Currently Amended) Method for determining the efficiency of publicity and/or broadcasted programs, which comprises the following steps:
  - a) When a TV converter or FM radio is operated, determining, either directly from the TV converter or FM radio display, or by extraction the LO frequency of the TV converter or FM radio, the frequency of the broadcast channel received at the moment;
  - b) Whenever required, transforming said frequency to a digital word;
  - c) When the information as to the amount of watching and/or listening of a given publicity and/or broadcasted program or publicities is desired, sending a request for said information;
  - d) When said request is received, transmitting a reply which comprises the digital word corresponding to the frequency of the broadcast channel received at the moment;  
and,
  - e) Processing the replies graphically whereby to determine from them the time period during which each publicity or broadcasted program is transmitted.
2. (Original) Method according to claim 1, further comprising memorizing the digital word corresponding to the frequency of the channel which is being received.
3. (Original) Method according to claim 1, further comprising constantly adjoining the memorized digital word and, when a request is received, transmitting a reply comprising the adjoined, memorized digital word.
4. (Canceled)
5. (Canceled)
6. (Currently Amended) Method according to claim 4 1, wherein the replies are processed analytically.

7. (Original) Method according to claim 1, concurrently carried out for a plurality of publicities and/or broadcasted programs.

8. (Canceled)

8. (Currently Amended) Apparatus for determining the efficiency of publicity and/or broadcasted programs, which comprises, in combination with a TV converter or FM radio, the following components:

I. Means for determining the frequency of the transmission that is being watched or heard at the moment that the apparatus is operated;

II. Means for deriving from said frequency a corresponding digital word;

III. An auxiliary transceiver for receiving said digital words and transmitting them when a request for information is received;

IV. A central control station having central transceiver means for transmitting a request for information, when such information is desired, receiving the replies transmitted by said auxiliary transceiver; and.

V. The means for determining the frequency of the broadcast are chosen from the group consisting of:

A. an optical reader which reads the frequency displayed on the TV converter or FM radio;

B. an RF detector provided with an antenna, which is placed in the vicinity of the TV converter or FM radio and receives an LO signal normally emitted by the TV converter or FM radio which indicates the frequency of the current broadcast;  
or

C. a digital interface device included in the TV converter or FM radio which receives the same digital command word setting the TV converter or FM radio to the frequency of the current broadcast station and transfers said digital word to the transceiver.

9. (Original) Apparatus according to claim 8, further comprising a memorizer for memorizing the digital words.

10. (Original) Apparatus according to claim 8, further comprising a processing station having means for processing the replies transmitted by the auxiliary transceiver whereby to determine from them the time period during which each publicity and/or broadcasted program is transmitted.

11. (Original) Apparatus according to claim 8, wherein the transmitter part of the auxiliary transceiver is may be inactive and does not transmit until the receiver part of the auxiliary transceiver receives a request and activates said transmitter part.

12. (Canceled)

13. (Original) Apparatus according to claim 8, wherein the TV converter or FM radio is a conventional one.

14. (Original) Apparatus according to claim 8, wherein the auxiliary transceiver is a digital cellular telephone.

15. (Original) Apparatus according to claim 8, wherein the auxiliary transceiver is a special transceiver such as used for car tracking or alarm systems

16. (Original) Apparatus according to claim 8, wherein the receiver is a TV converter or FM receiver.

17. (Original) Apparatus according to claim 8, wherein the TV converter or FM radio is or includes a receiver chosen from the group that can be consisting AM, L-band, television sets, radar receivers and the like, either alone or in combination with the detectors of FM stations.

18. (Original) Apparatus according to claim 10, wherein the processing station is part of the central control station.

19. (New) Method according to claim 1, further comprising identifying the person watching or listening to the publicities or broadcasted programs.